



## Early Journal Content on JSTOR, Free to Anyone in the World

This article is one of nearly 500,000 scholarly works digitized and made freely available to everyone in the world by JSTOR.

Known as the Early Journal Content, this set of works include research articles, news, letters, and other writings published in more than 200 of the oldest leading academic journals. The works date from the mid-seventeenth to the early twentieth centuries.

We encourage people to read and share the Early Journal Content openly and to tell others that this resource exists. People may post this content online or redistribute in any way for non-commercial purposes.

Read more about Early Journal Content at <http://about.jstor.org/participate-jstor/individuals/early-journal-content>.

JSTOR is a digital library of academic journals, books, and primary source objects. JSTOR helps people discover, use, and build upon a wide range of content through a powerful research and teaching platform, and preserves this content for future generations. JSTOR is part of ITHAKA, a not-for-profit organization that also includes Ithaka S+R and Portico. For more information about JSTOR, please contact [support@jstor.org](mailto:support@jstor.org).

St. Louis, and the knowledge he has formulated in his pages, he says, has been gathered and verified by the observation and practical experience of more than twenty years. Further than this, his advertising knowledge is backed by wide experience as a traveling salesman, merchandising man and sales-manager. The book is listed among the courses of business administration by the La Salle Extension University, of Chicago.

The purpose of the book is well carried out. It explains to the business man the important aspects of advertising. While much detail is necessarily excluded from a book of 312 pages, nevertheless Mr. Kastor has clearly and succinctly set out the fundamental things. He begins by treating of the nature and function of commercial advertising and by showing how an advertising campaign is planned. With this as a groundwork he takes up the questions of appeal, effective copy, illustrations and display, layouts, typography, proofs, mediums, catalogues and booklets, outdoor advertising, dealers' literature, selling merchandise direct, and retail advertising. Two of his chapters that are especially suggestive are those of "The Appeal that Sells," and "Effective Copy." The color process is shown by colored plates.

The book lacks some of the elements of the academic text in that the laboratory proofs or conclusions have not been given and in its neglect of outlines, yet it could well serve the needs of classes of beginners in the subject. The assertions of the author are explained and supported by numerous illustrations or examples of actual advertisements.

J. W. PIERCY.

*University of Indiana.*

#### BANKING INVESTMENTS AND FINANCE

CONYNGTON, THOMAS. *Corporate Organization and Management*. (4th ed., rev. by H. Potter.) Pp. xxvi, 778. Price, \$5.00. New York: The Ronald Press Company, 1917.

One who has seen earlier editions of Conyngton's *Corporate Organization and Corporate Management* thumbed with earnest attention by corporation secretaries endeavoring to learn in one matter after another the duties of their office, looks with interest at a new and combined edition of these works. For the new edition the work was revised by H. Potter of the New York bar, who, one learns in the preface, is Miss Helen Potter. The reviewer has noticed elsewhere the disguise of the feminine under the non-committal initial in the publication of work on financial topics. If this is at the behest of the publisher, one may well raise the question of fairness. If at the desire of the person whose personality is thus partly disguised, why the hesitation about a fuller disclosure?

The work has become familiar enough not to call for extended comment. Though not primarily a lawyer's book the authority of citations is given for most of the statements made, but they are kept in an unobtrusive form and do not interfere with easy consecutive reading. The main object of the work is to present what an interested layman wants to know about the legal aspects and

mechanism of the operation of corporations, and for this purpose it is careful, complete and effective. It may be useful to a lawyer as a rapid general review to refresh his recollection of matters to which he should give consideration.

Some of the presentation of the financial aspects of corporations, as, for example, in the chapter on bonds, is perhaps too brief and general to be of substantial value and seems a little out of focus with the treatment as a whole. The chapter on associations under declarations of trust, which seems to be new matter, is clearly stated and interesting.

There is a considerable collection of forms. The presentation of brief comments on their use is valuable. Such comments might well be a more frequent feature of form collections.

HASTINGS LYON.

*New York City.*

#### FOREIGN TRADE AND COMMERCIAL GEOGRAPHY

MORGAN, H. E. *Business Organization*. Pp. viii, 253. Price, 5s. London: E. Nash Company, Ltd., 1917.

This volume is composed of a series of short essays that first appeared in the column of the London *Daily Telegraph*. The articles fall into four groups each with its own theme. The first section deals with national organization; it looks upon the nation as a business community, and suggests ways by which commercial efficiency may be promoted by combined action, laying particular stress upon coöperation between the state and business units, or between those units themselves. The need for industrial education is also forcefully brought forward.

In the second part the author treats of the opportunities for trade made possible by the war. He takes up in detail the cotton, hosiery, chinaware, lace and curtain, and paper industries, preaching the gospel of commercial aggrandizement in war-swept markets. The topics of factory location, and the human element in business are given considerable space in this section although they bear little direct relation to the group. Following is a portion devoted to office and staff problems. This, less philosophic than the preceding sections, outlines systems of office management and descends to description of office fixtures. In the last section Mr. Morgan returns to his thoughtful vein in writing about the art of selling. He touches upon such matters as advertising, window-dressing, and illumination. The concluding essay is a plea for the small store; its necessary economic place in neighborhood service is set forth convincingly.

To American readers the book should prove interesting because it helps to prove the international character of business problems. In some respects such as in office appliances we have advanced beyond our British cousins, but in others such as in foreign trade, they can teach what we need to learn. Business men and economists ought to find Mr. Morgan's book a stimulant.

MALCOLM KEIR.

*University of Pennsylvania.*